



Your Profit Dollar... how you can make it roll in faster

Year after year, Philip Morris has been the fastest-growing company in the tobacco industry. In each of the past four years, Philip Morris brands grew more than the rest of the industry combined.

Your profit dollars will roll in faster by keeping your machines stocked with the growth leaders.

Growth 1973

Marlboro	+12.9%
B & H 100	+10.2%
Virginia Slims	+16.8%
Parliament 100's	+23.0%

That's growth—and you can share in it.

The Profit Makers come from

PHILIP MORRIS USA

Cigarette sales are up...and Philip Morris is leading the way. The figures below show the increases in 1973 over 1972.

	Units (Billions)	Sales Gain Percent	Percent of Total Cigarettes
Total industry	up 22.87	4.1%	100.00%
Philip Morris USA	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.4%	46.1%

SOURCE: The Motestell Year-End Report, January 1974.
 Courtesy of Maxwell Div. of Wheat, First Securities, Inc.



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